

100

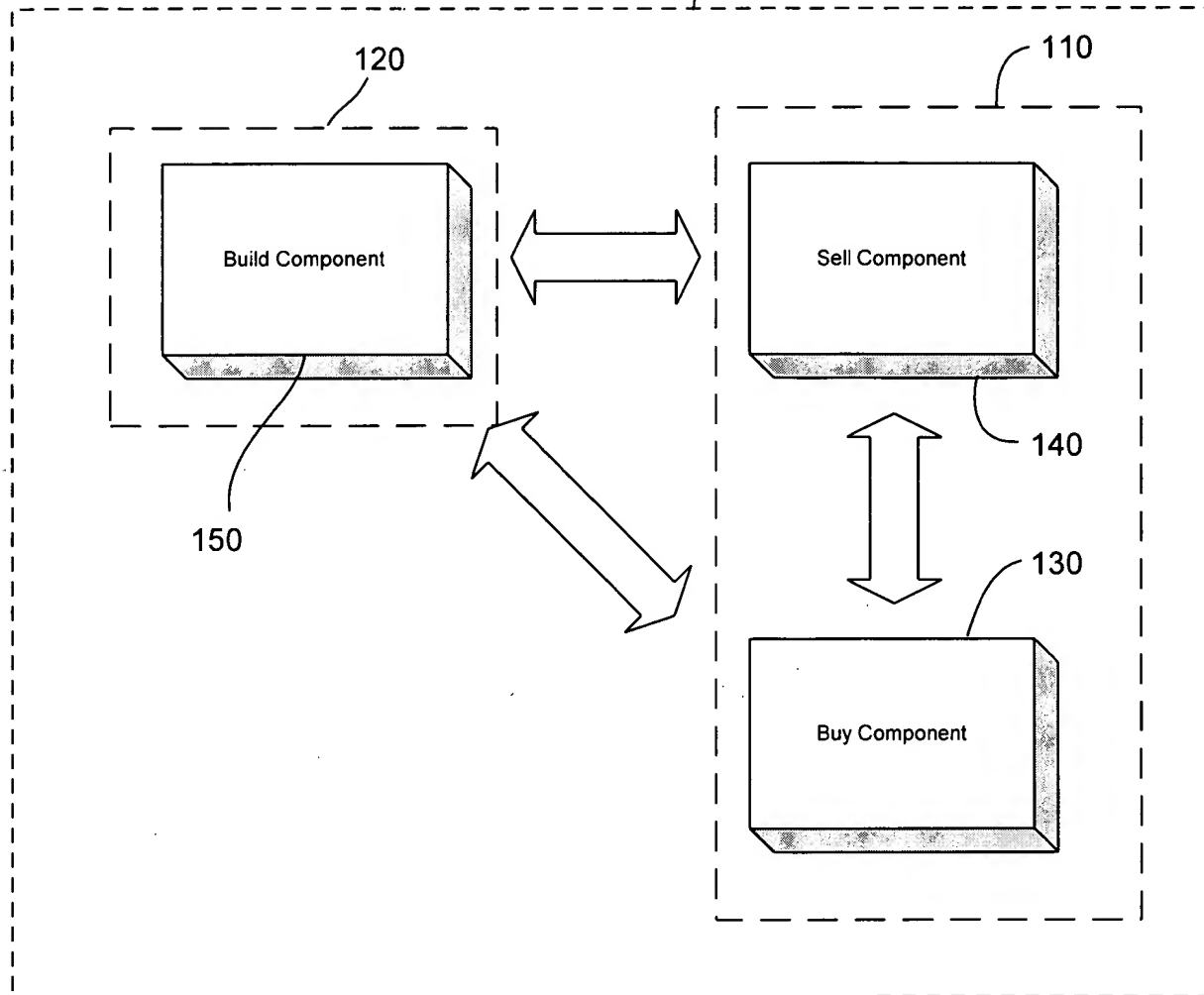


Fig. 1

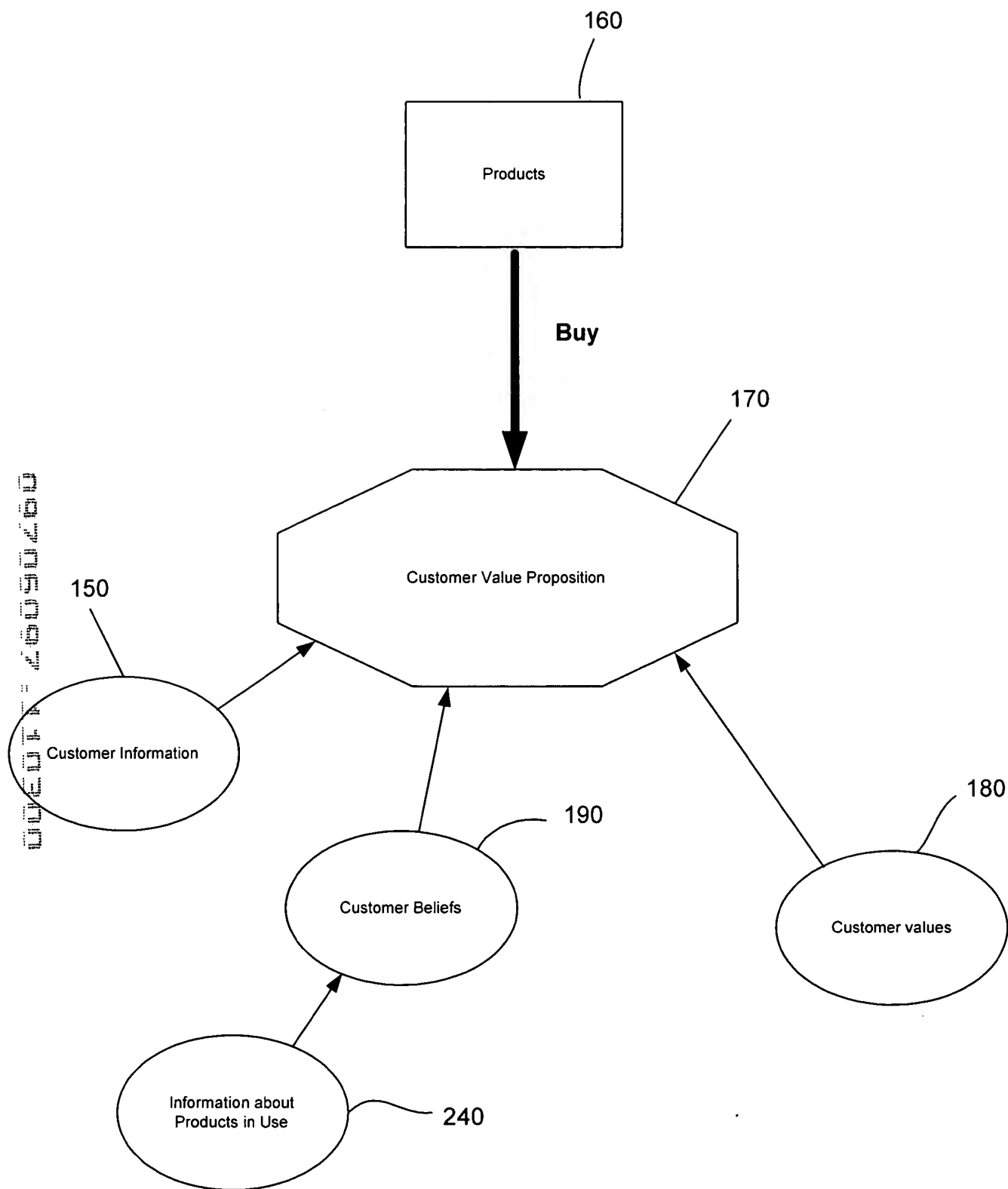


Fig. 2

Self-Service Buying

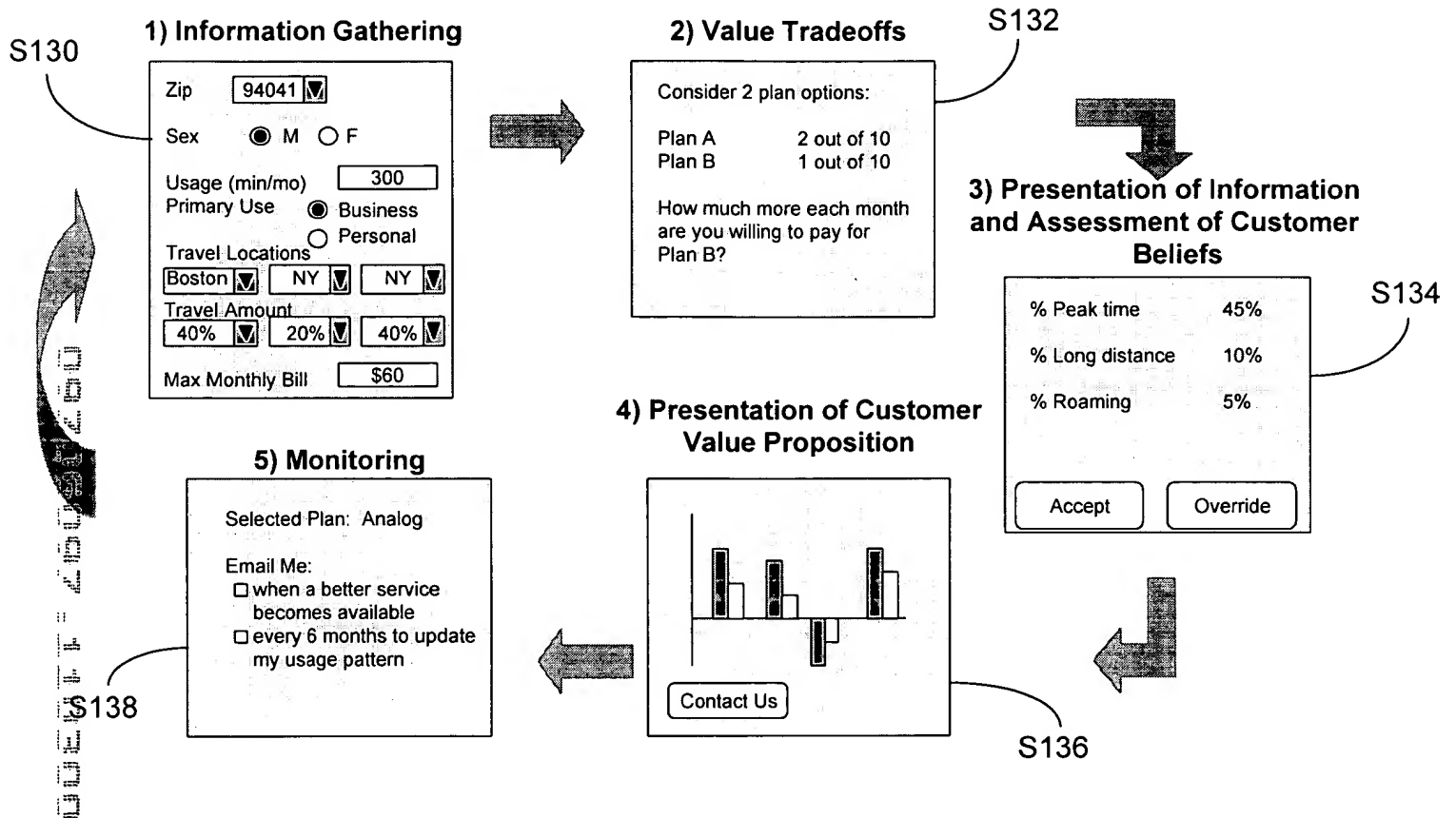
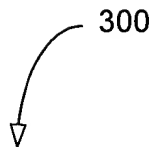


Fig. 3A

300



	Analog	Digital
Total out-of-pocket cost (dollars/month)	\$180	\$150
Estimated calls dropped per month	10	15
Estimated coverage	95%	85%
Total tangible and intangible cost	\$200	\$210

Fig. 3B

310

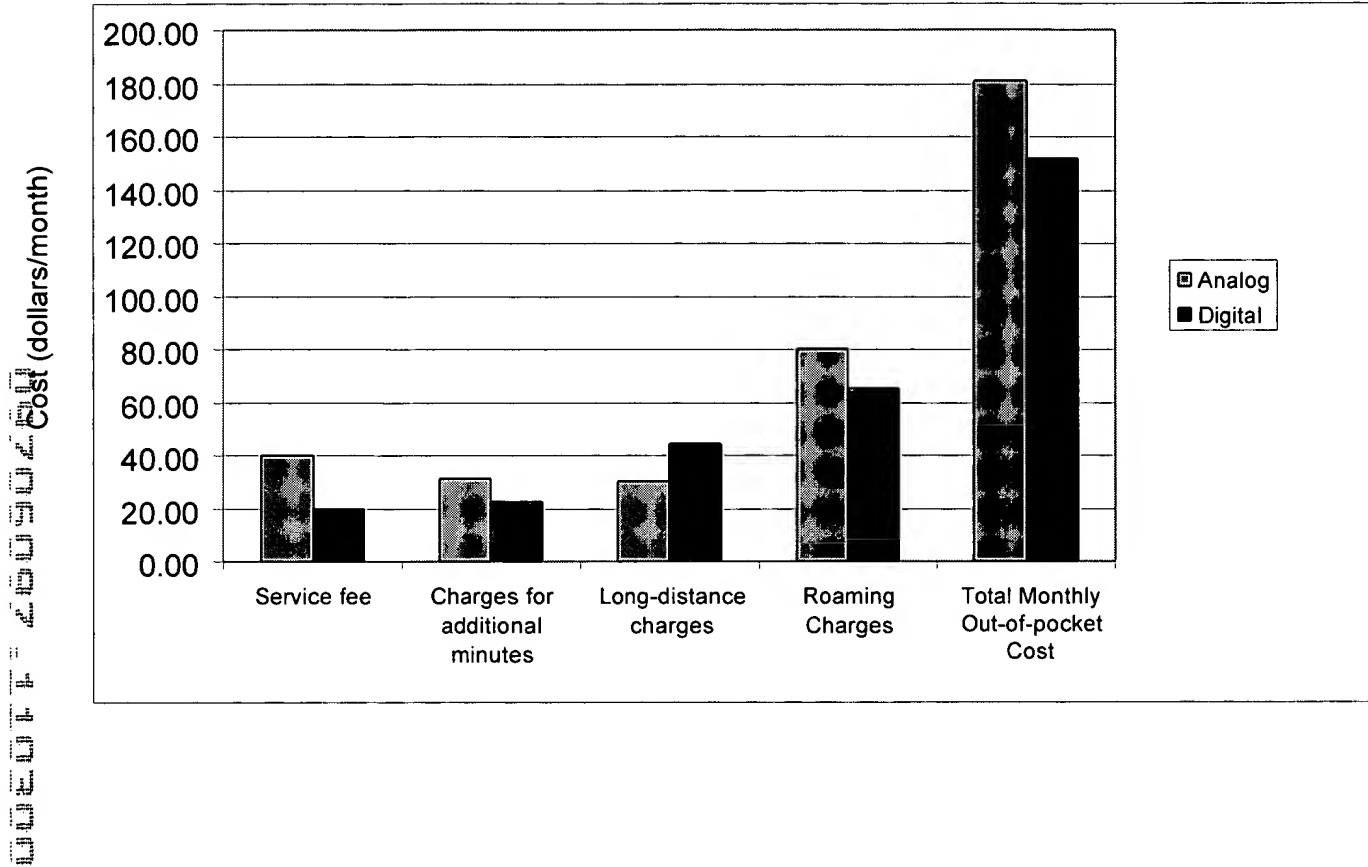


Fig. 3C

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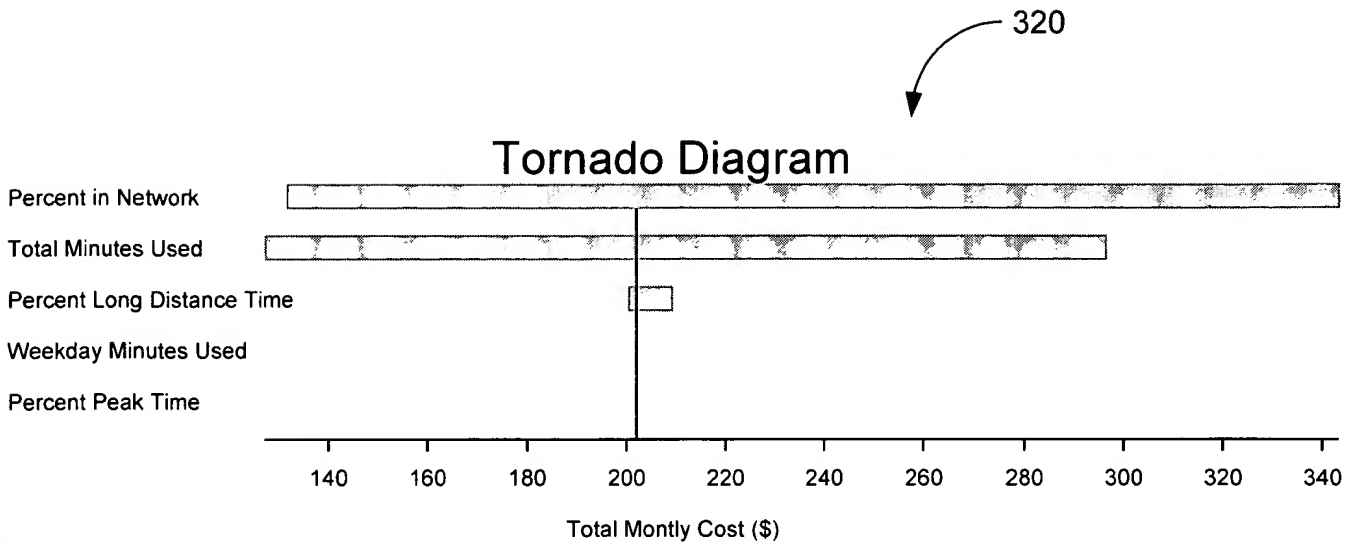


Fig. 3D

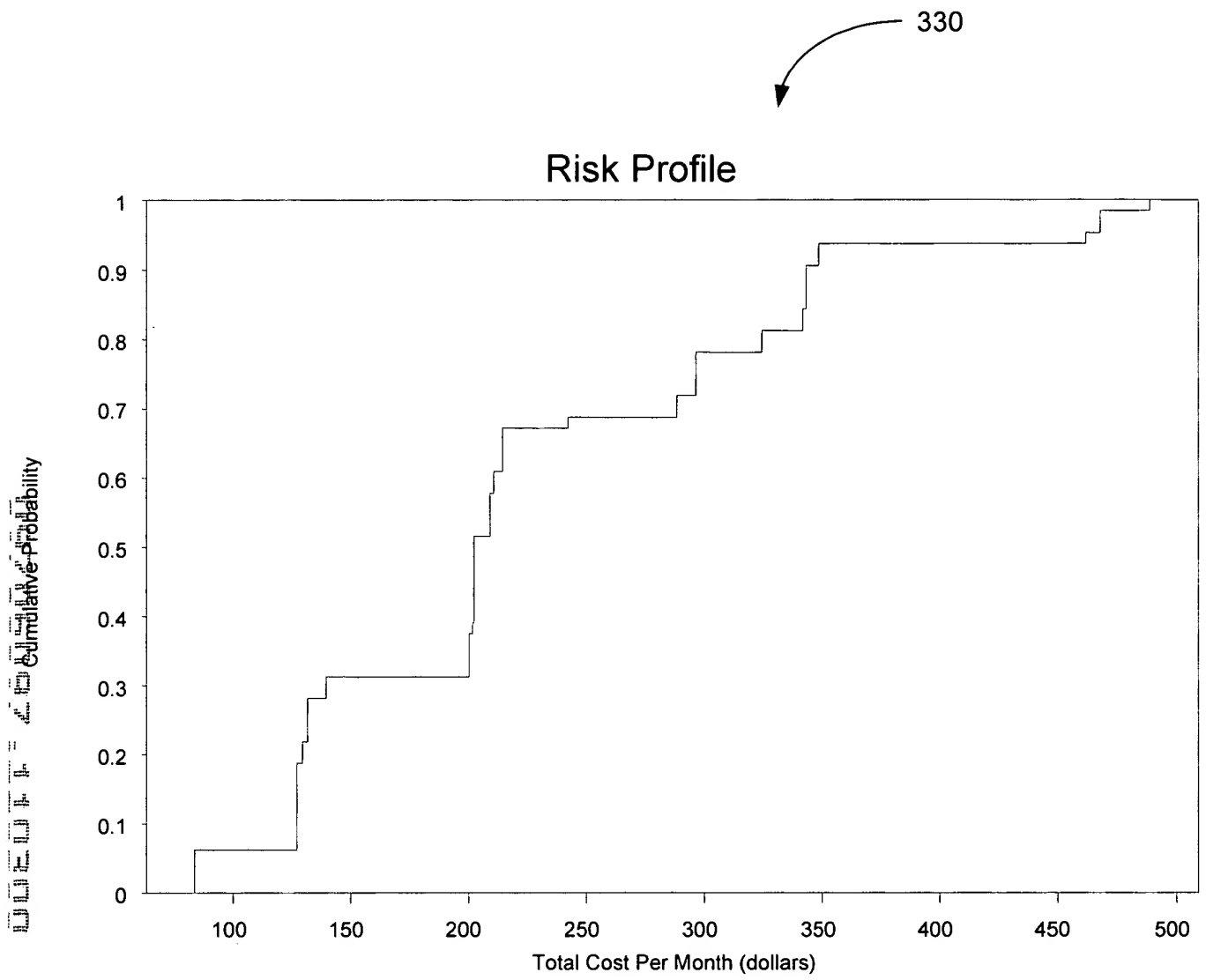


Fig. 3E

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graph TD; CB([Company Beliefs 220]) --> CVP{{Company Value Proposition 200}}; ACV([Aggregated Customer Values 210]) --> CVP; IPU([Information about Products in Use 240]) --> CVP; CVP -- Build --> P[Products 160];
```

The diagram illustrates a process for building products. It features a central octagonal node labeled "Company Value Proposition" (200). Three oval nodes point towards this central node: "Company Beliefs" (220) from the top left, "Aggregated Customer Values" (210) from the bottom left, and "Information about Products in Use" (240) from the top right. A thick downward arrow labeled "Build" connects the central node to a rectangular node labeled "Products" (160) at the bottom.

Fig. 4

Product Offering

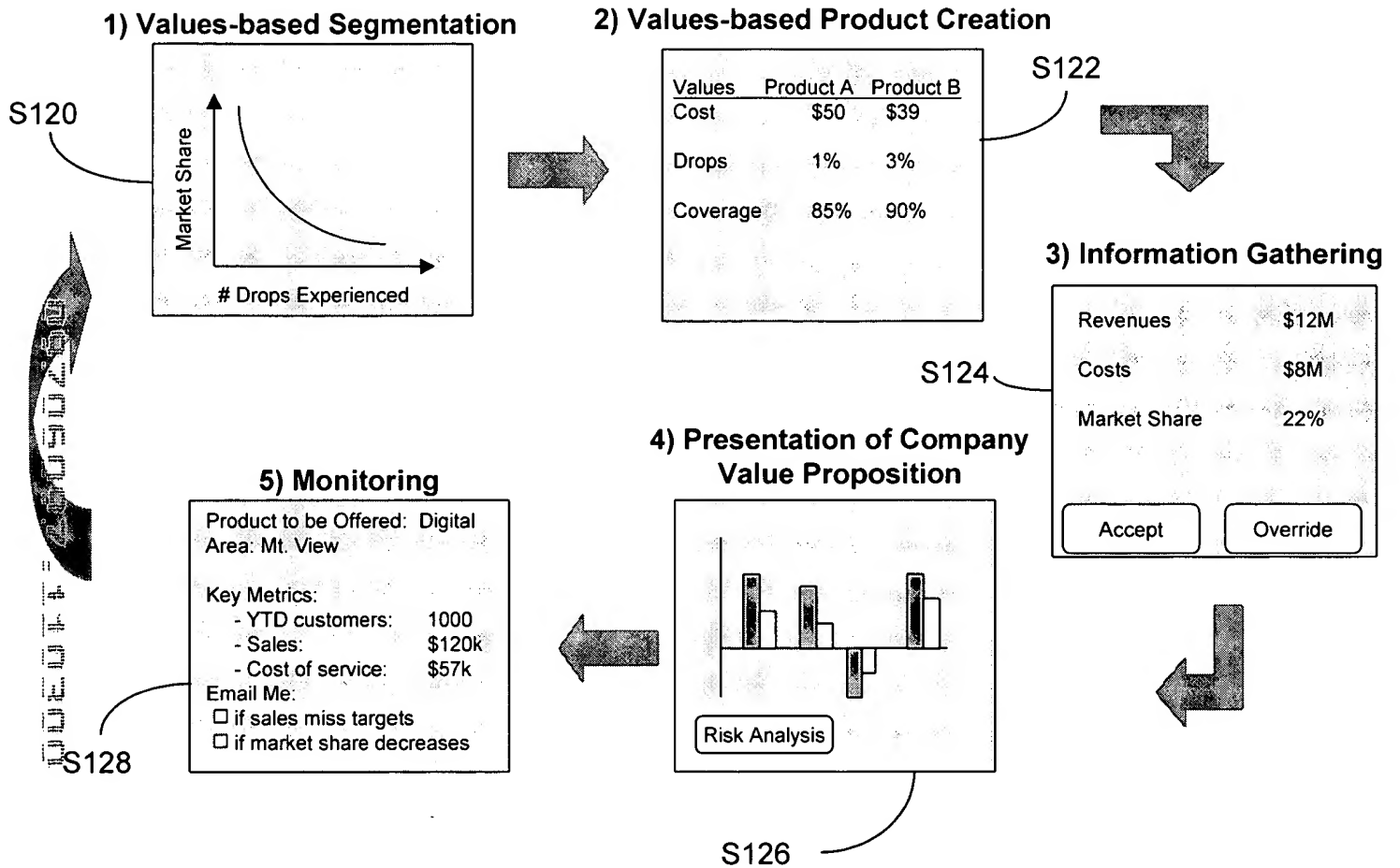


Fig. 5A

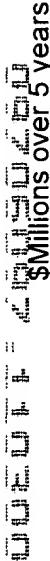


Fig. 5B

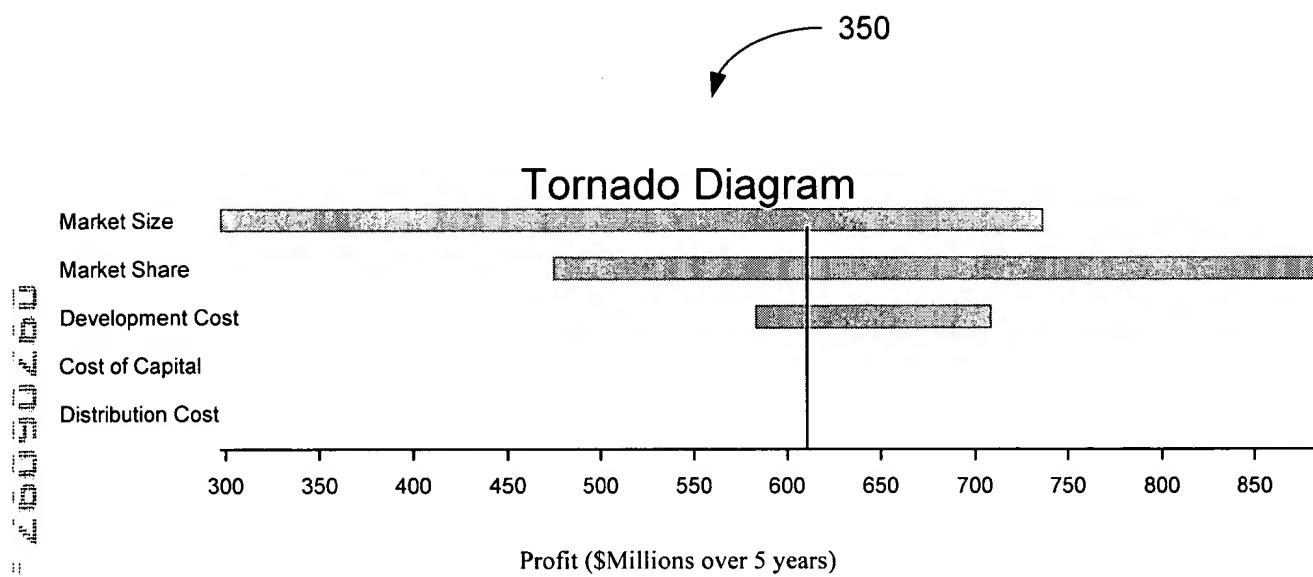


Fig. 5C

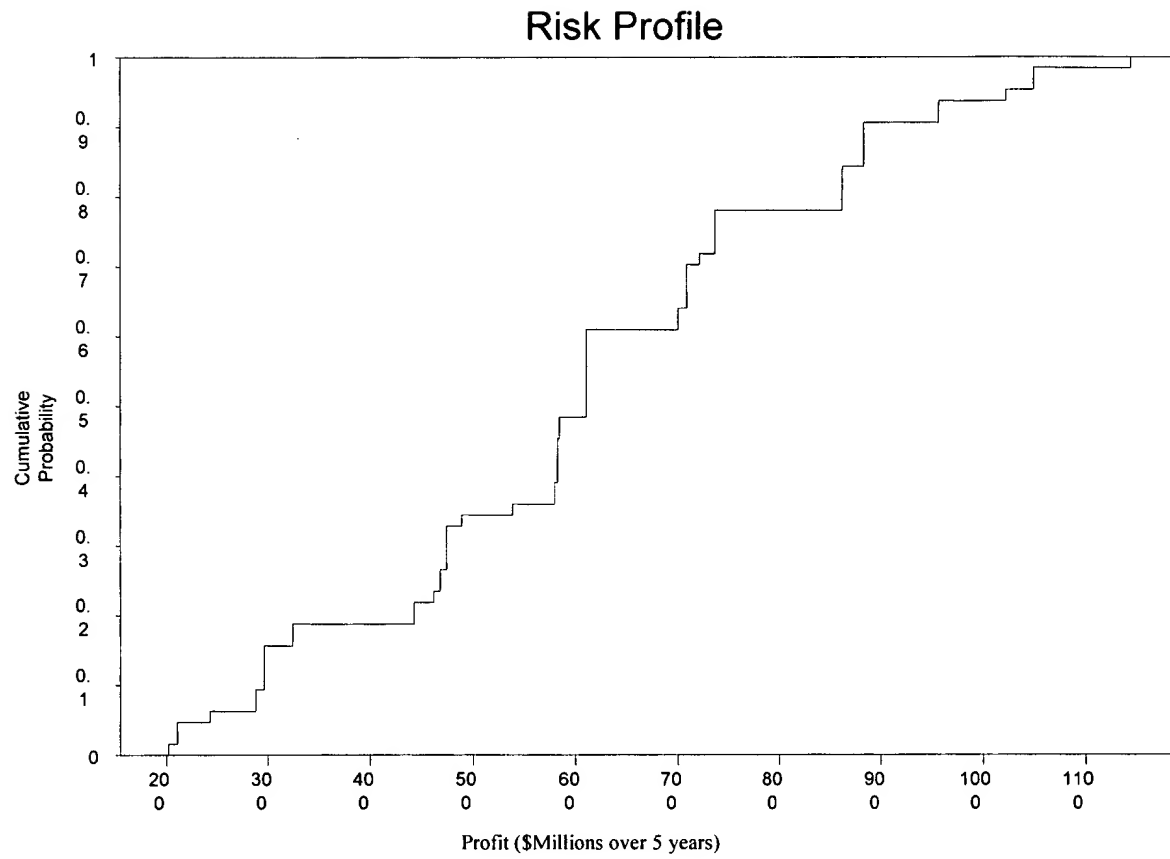


Fig. 5D

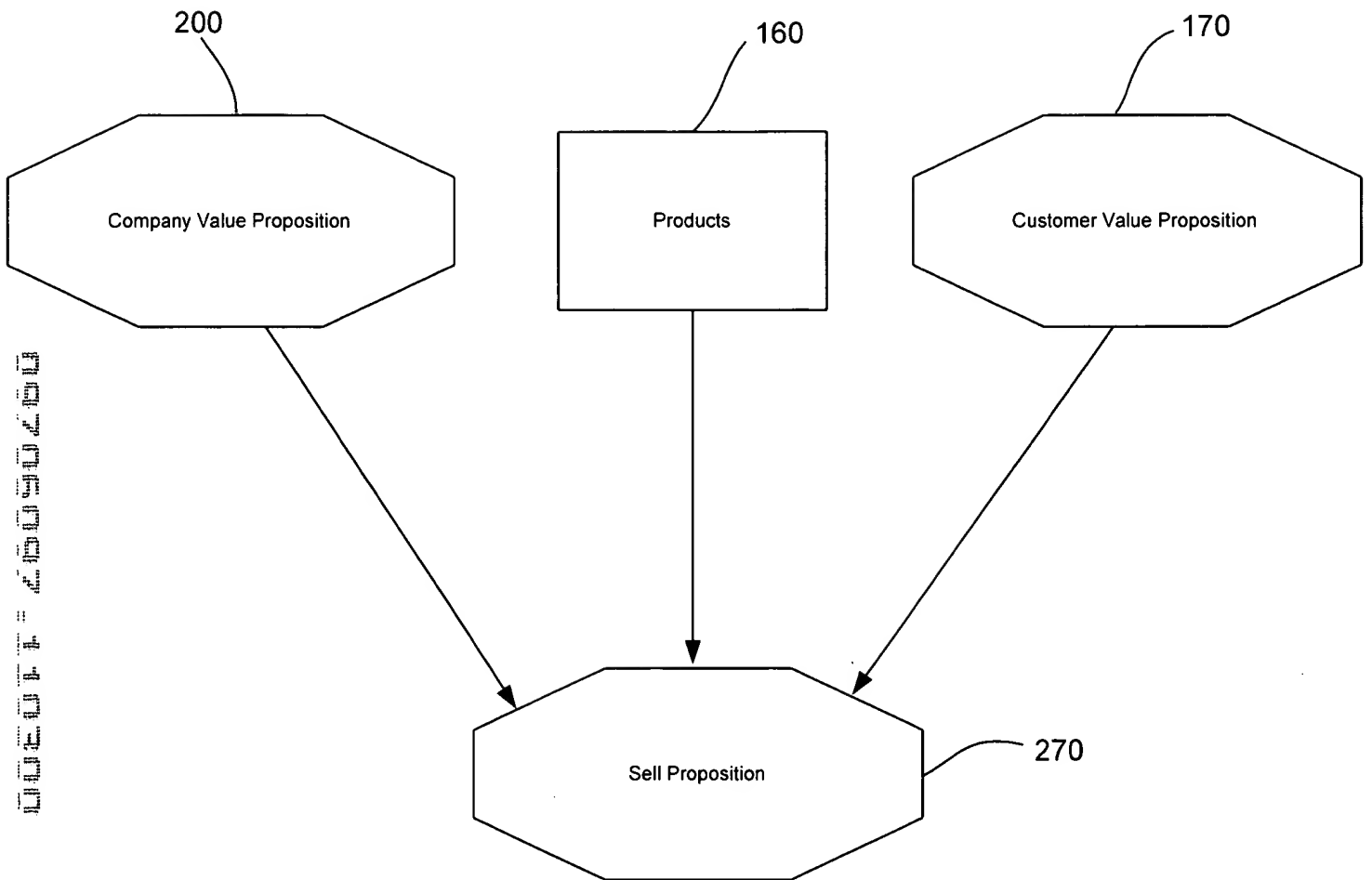


Fig. 6

On-Line Selling

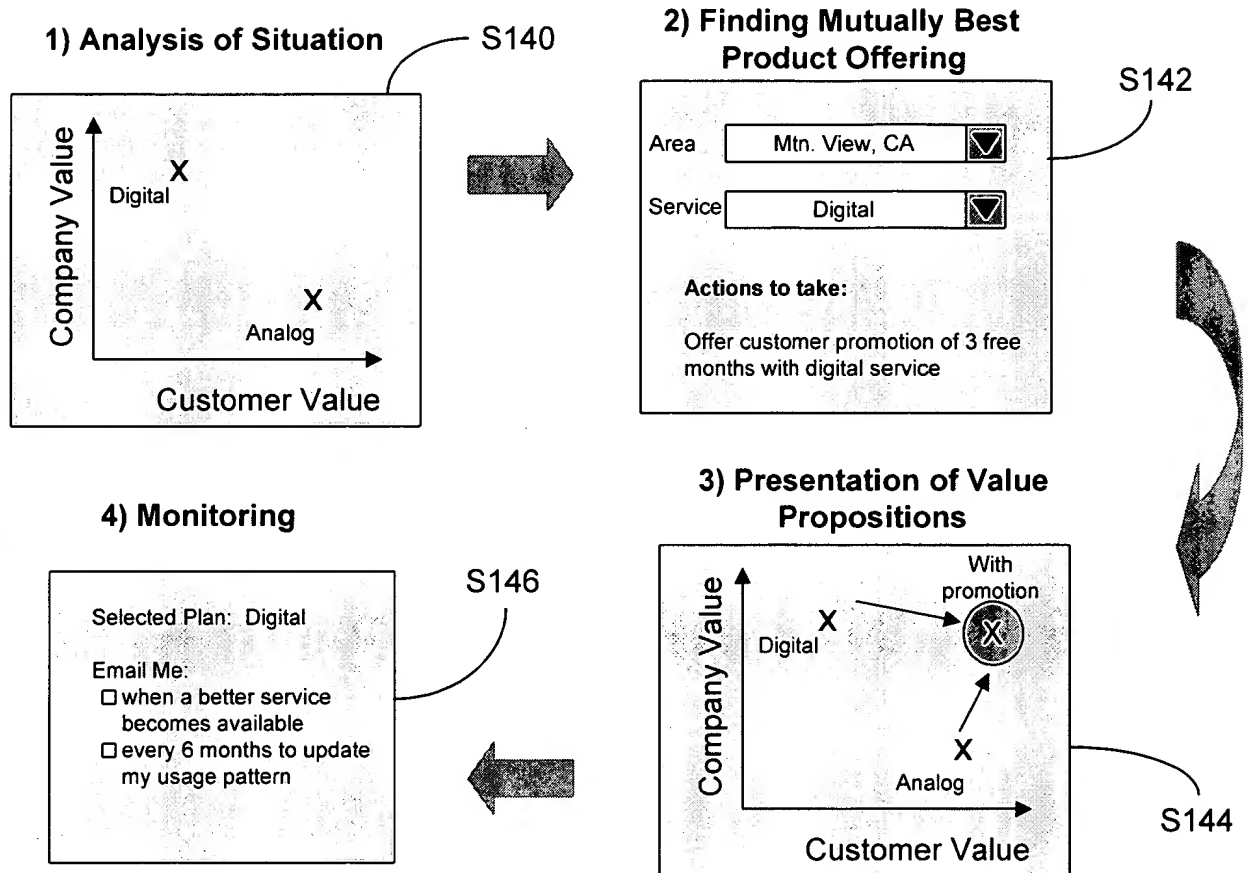


Fig. 7

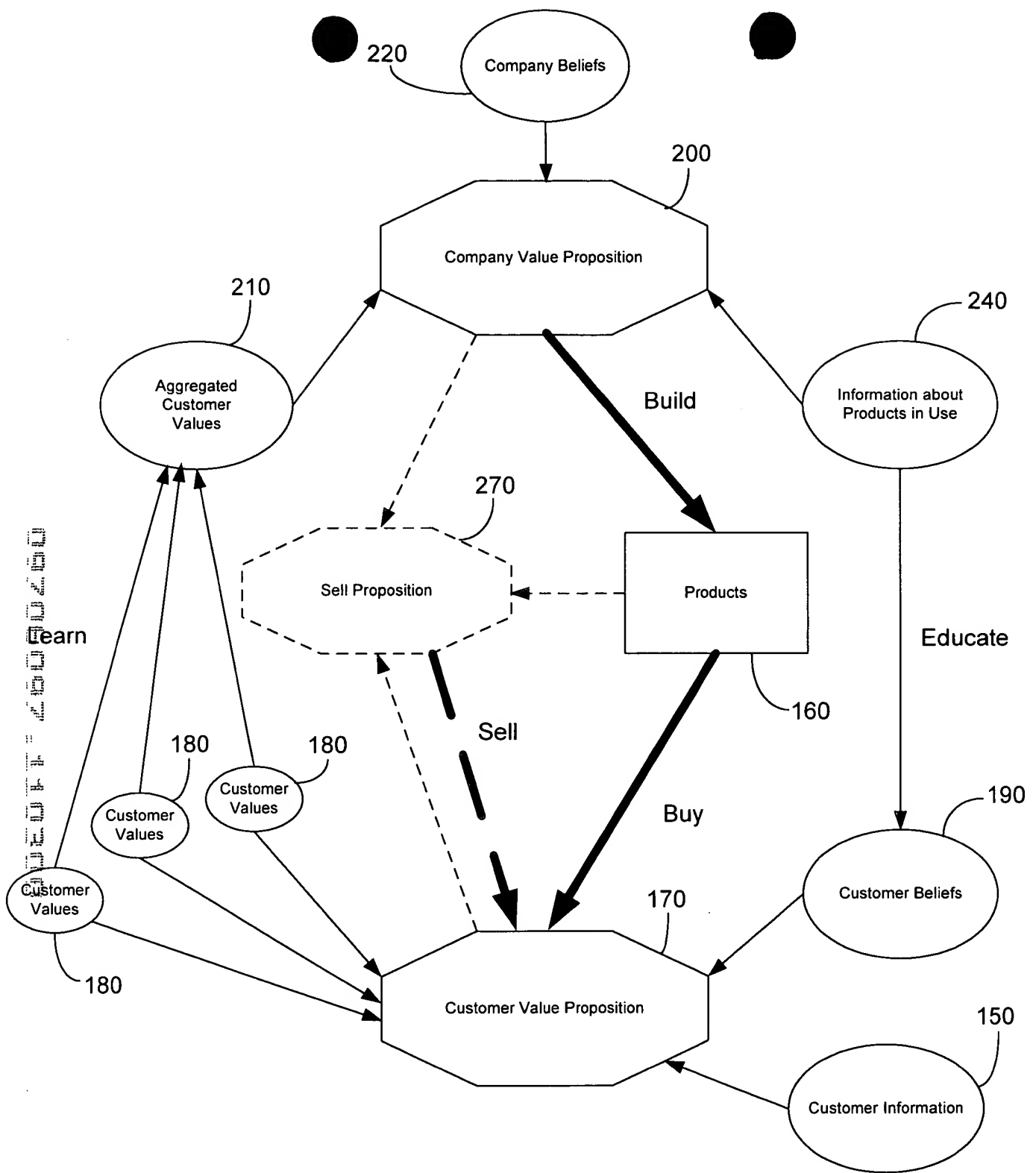


Fig. 8